

**PM-USA PRICE REALIZATION
PER 1000 CIGARETTES**

	1993 - 1994		1992 - 1993		1991 - 1992		1990 - 1991	
	CHANGE	CHANGE	CHANGE	CHANGE	CHANGE	CHANGE	CHANGE	CHANGE
	IN PRICE	IN NET CONTRIB						
MARLBORO	(\$6.73)	\$2.32	(\$3.98)	(\$14.71)	\$6.05	\$5.11	\$6.57	\$2.96
PREMIUM	(6.69)	(4.73)	(2.31)	(5.12)	5.62	2.31	6.82	6.85
BRANDED DISC	(2.91)	1.74	(4.85)	2.17	2.00	(3.15)	9.19	10.22
SUBGENERICs	N/A	N/A	N/A	N/A	7.58	(1.43)	10.85	7.94
DEEP DISCOUNT	5.59	3.53	6.77	2.91	0.38	(1.27)	5.24	4.25
TOTAL PM-USA	(\$3.88)	\$1.70	(\$3.53)	(\$10.56)	\$3.61	\$2.27	\$5.50	\$2.89

+ contribution of price real
 - low end + high
 - high + low

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